

# Roaming VAS

## Enhance the roaming experience of your customers

In an ever-changing world, roaming issues increasingly cause customer dissatisfaction, increased costs and loss of revenue. Roaming VAS services allow you to optimize your services and provide customers with a Roam like at Home experience, ensuring that they enjoy the best possible experience when roaming.

We offer a wide range of Roaming VAS services that will give you the means to boost revenue, maximize margins and improve customer experience:

- **Welcome SMS**
- **Steering of Roaming**
- **Home Environment Services**



## > Key Benefits

### For YOUR BUSINESS:

- > **Cost savings:** helping to maintain the profitability of your roaming business.
- > **Efficiency:** eliminate costly and time-consuming manual provisioning, as well as manual requests for reports.
- > **One stop provider for roaming and signalling services:** compatible with Service Openings and Sponsored Roaming services.

- > **Increased customer loyalty:** as a result of a better quality experience.

### For YOUR SUBSCRIBERS:

- > **Enhanced customer experience in roaming:** enable roamers to optimize their mobile services.
- > **Increased transparency and trust** enhancing the relationship between you and your roaming customers.

Fully managed geo-redundant services in our virtualized nodes with high availability - supported by an expert team 24x7.

## Welcome SMS

- > Allows you to **automatically send messages** to your roamers, customized by country when they register in a visited network.
- > Messages can include **general information, multiple campaigns or packages and tariff information** according to the customer's billing plans.
- > **Generates revenues** by targeting the right message, to the right roamer, at the right time during the limited window of opportunity of the roamer's trip.



## Steering of Roaming

- > Enables the **registration of roaming customers** in your preferred networks based on quality and cost.
- > Provides **full control of your outbound roaming traffic cost**, allowing you to ensure that most of your customers connect to the network with the most cost efficient agreement.
- > **Detects deviations in roamers' behavior** by monitoring their usage levels and automatically setting adjustments.
- > Enhanced with **Border Roaming** and **Roaming Shield** functionalities.



## Home Environment Services

- > Offer your subscribers a similar environment while roaming to the one they have in their home network, facilitating the use of **local mobile services, worldwide**.
- > Subscribers can call their contacts directly through their phone book, use the regular numbers for value-added services, use voicemail and be informed about roaming tariffs and their data consumption in real-time.
- > Call Correction, Short Codes, Removal Voicemail Deposit Tromboning, Data Roaming Alerts and Missed Call Alerts - **all in one service**.

